



copulsepoll.org

The Colorado Health Foundation Poll

2022 Survey



Survey Specifics and Methodology

(Not All Results Will Sum to 100% Due to Rounding)

| | |
|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Dates | April 5-26, 2022 |
| Research Team | FM3 Research (D) and New Bridge Strategy (R) |
| Survey Type | Dual-mode Phone and Online Survey of Adult Coloradans |
| Total Interviews | 2,985 Coloradans including oversamples of Black/African American, Native American/Indigenous, and Asian American Coloradans, as well as residents of Pueblo County |
| Margin of Sampling Error | ±2.2% at the 95% Confidence Level |
| Contact Methods |  Telephone Calls  Email Invitations  Text Invitations  Postcard Invitations |
| Data Collection Modes |  Telephone Interviews  Online Interviews |
| Languages | English and Spanish |



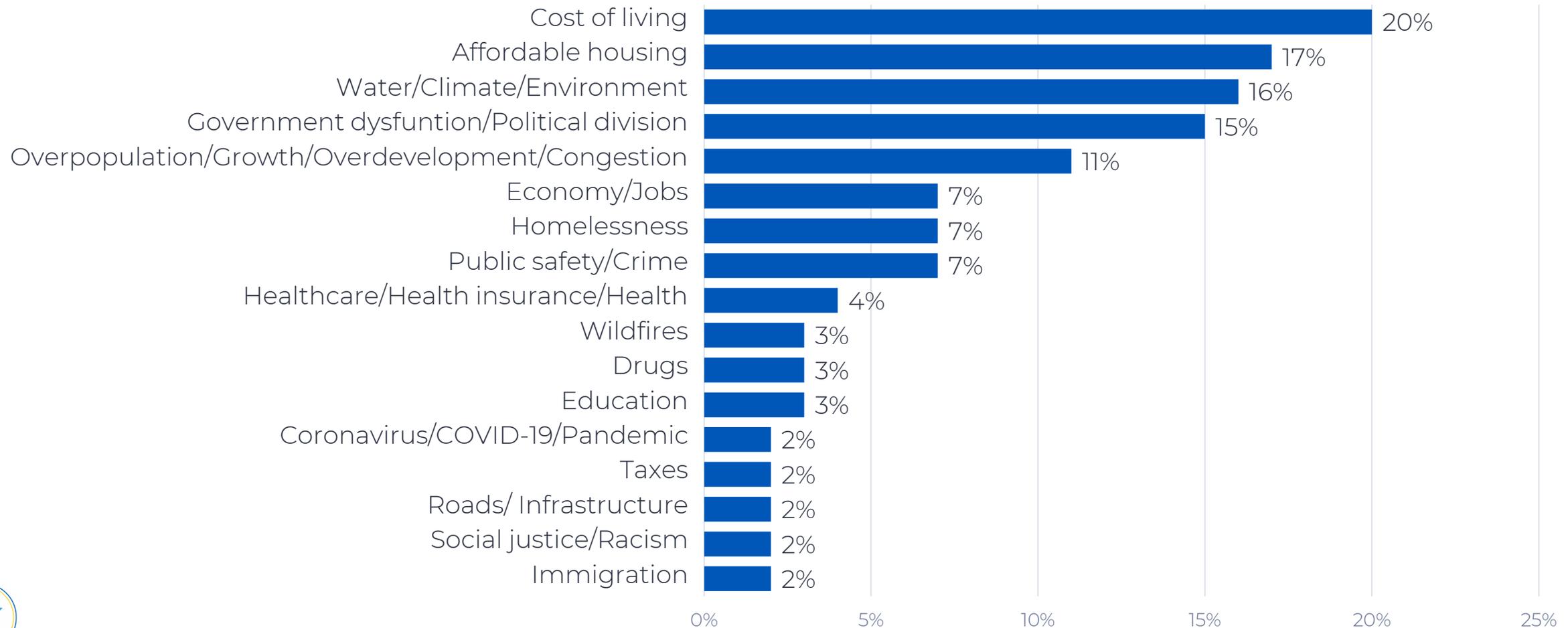


Top Concerns

Cost of living, affordable housing and environmental concerns are seen as the top issues facing Colorado.

Q13. In a few words of your own, what is the most important issue facing Colorado right now?

(Open-ended)



Verbatim Comments Describing the Most Important Issue Facing Colorado

Q13. In a few words of your own, what is the most important issue facing Colorado right now?

(Open-ended)



Lack of resources for the growing number of people moving here.



High rent and housing prices and increase of homelessness.



Legislation fueled by lack of knowledge or compassion for anyone not cis, hetero, and white.



Being able to live a basic life while paying for everything I have to pay for.



Rents so high they are putting people in the streets.



Issues caused by climate change, such as wildfires and lack of water.



Safety, homelessness, affordability and lack of trust with city officials.



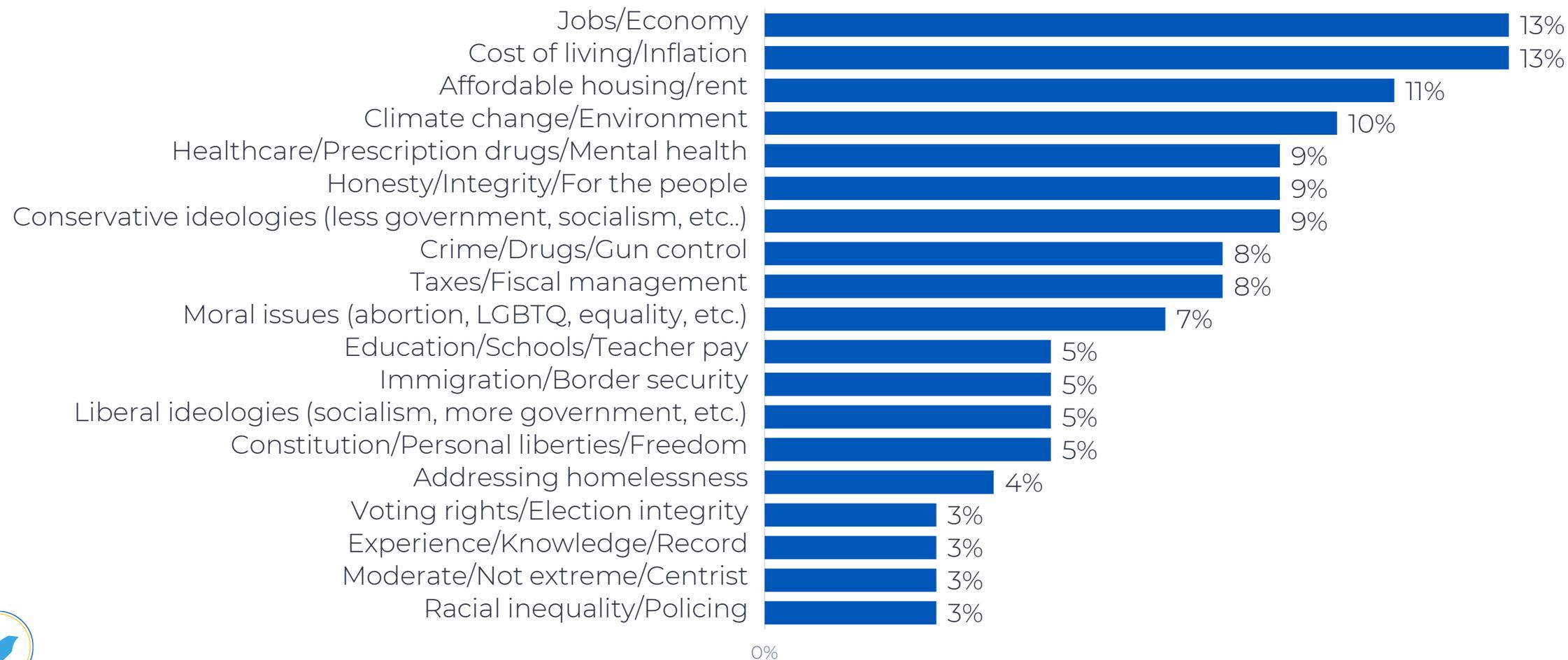
Mass influx of new residents from other states, and the issues that come with that.



Voters say that the economy, cost of living and housing will play big roles in whom they vote for in November.

Q38. In a few words of your own, which issues will be most important to you in deciding which candidates to vote for this November?

(Open-ended; Asked of Registered Voters, n=2,599, All Items Mentioned by at Least 3%)



Verbatim Comments on Most Important Issue for the November Election

Q38. In a few words of your own, which issues will be most important to you in deciding which candidates to vote for this November?

(Open-ended; Asked of Registered Voters Only, n=2,599)



Ending homelessness and increasing affordable housing, child care, student loan debt cancelled, and climate change.



Climate and housing.



Housing, covid-19 assistance, affordable health and childcare, and more jobs.



Economy, war in Ukraine, women's reproductive rights, healthcare, and racism.



How the candidates reach out and work with the indigenous community.



Hard on crime, stop crying racism every time someone is sad, stop punishing the middle class for doing the right things, give parents back the right to raise their child.



Housing and substance use solutions.



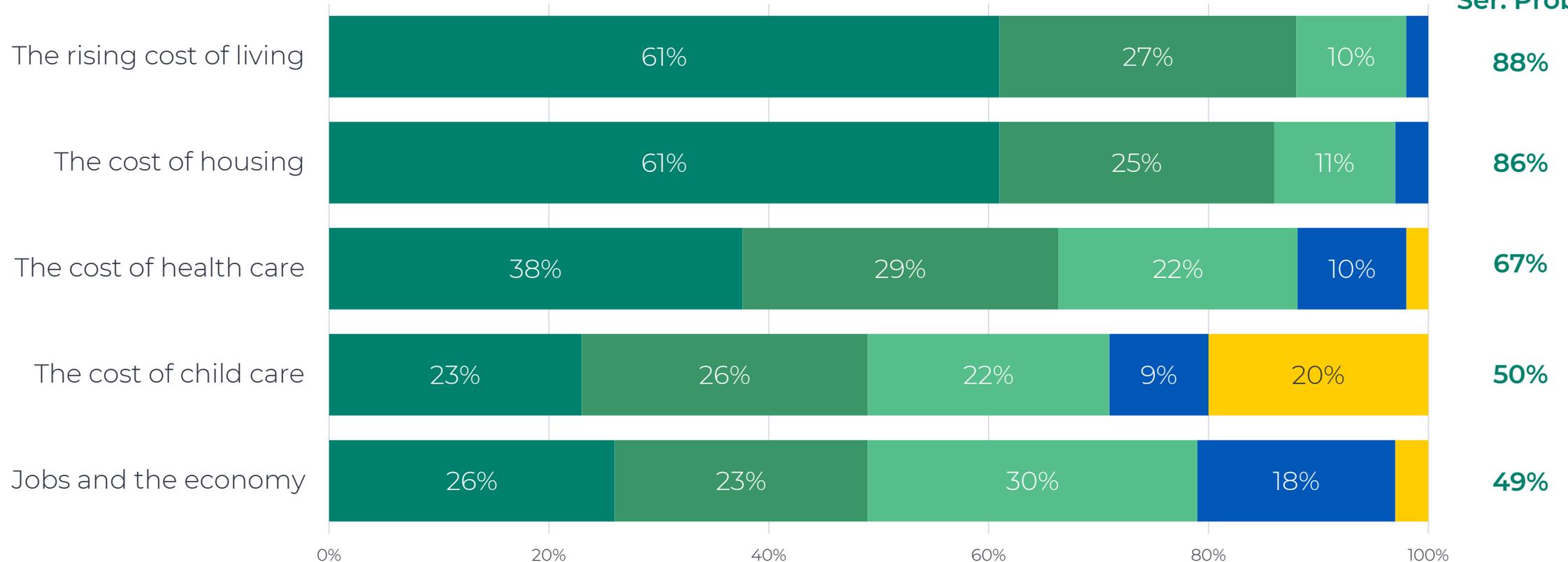
If they accurately represent my interests and concerns.



The rising cost of living and the cost of housing are among Coloradans' most acute concerns.

Q14. I'd like to read you some problems facing Colorado that people have mentioned. Please tell me whether you think it is an extremely serious problem, a very serious problem, somewhat serious problem, or not too serious a problem in Colorado.

Ext./Very Ser. Prob.



■ Ext. Ser. Prob. ■ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not Too Ser. Prob. ■ Don't Know



Concern about cost of living issues has increased, in some cases dramatically.

Q14 b-j, l-o. I'd like to read you some problems facing Colorado that people have mentioned. Please tell me whether you think it is an extremely serious problem, a very serious problem, somewhat serious problem, or not too serious a problem in Colorado.

(% Extremely/Very Serious Problem)

| Problem | 2020 | 2021 | 2022 | Difference (2021-2022) |
|----------------------------|------|------|------|------------------------|
| *The rising cost of living | 63% | 73% | 88% | +15% |
| The cost of child care | -- | 44% | 50% | +6% |
| Jobs and the economy | 63% | 44% | 49% | +5% |
| The cost of housing | 67% | 82% | 86% | +4% |
| The cost of health care | -- | 65% | 67% | +2% |



The cost of living and cost of housing are seen as top-tier problems across ethnic groups.

Q14. I'd like to read you some problems facing Colorado that people have mentioned. Please tell me whether you think it is an extremely serious problem, a very serious problem, somewhat serious problem, or not too serious a problem in Colorado.

(% Extremely/Very Serious Problem)

| Problem | All | Race/Ethnicity | | | | | | |
|---------------------------|------------|-------------------------------|-------------------------------|---------------------|-----------------------------------|-------|------------------|---------------------------|
| | | Asian/ Pacific Islander | Black/ African American | Hispanic/ Latino | Native American/ Indigenous | White | Multi- racial | All People of Color |
| The rising cost of living | 88% | 93% | 76% | 96% | 73% | 86% | 91% | 93% |
| The cost of housing | 86% | 92% | 84% | 94% | 86% | 85% | 87% | 91% |
| The cost of health care | 67% | 80% | 50% | 65% | 74% | 67% | 59% | 67% |
| The cost of child care | 50% | 62% | 53% | 55% | 46% | 49% | 59% | 56% |
| Jobs and the economy | 49% | 50% | 44% | 54% | 50% | 47% | 55% | 54% |



^Not Part of Split Sample

Even the most affluent Coloradans see the cost of living and housing as the top concerns.

Q14. I'd like to read you some problems facing Colorado that people have mentioned. Please tell me whether you think it is an extremely serious problem, a very serious problem, somewhat serious problem, or not too serious a problem in Colorado.

(% Extremely/Very Serious Problem)

| Problem | All | Household Income | | | | |
|---------------------------|------------|------------------|-------------------|-------------------|--------------------|------------|
| | | <\$30,000 | \$30,000-\$50,000 | \$50,000-\$75,000 | \$75,000-\$100,000 | \$100,000+ |
| The rising cost of living | 88% | 95% | 93% | 93% | 87% | 83% |
| The cost of housing | 86% | 93% | 89% | 88% | 89% | 82% |
| The cost of health care | 67% | 72% | 73% | 68% | 68% | 66% |
| The cost of child care | 50% | 57% | 57% | 42% | 51% | 49% |
| Jobs and the economy | 49% | 63% | 48% | 49% | 54% | 35% |



^Not Part of Split Sample

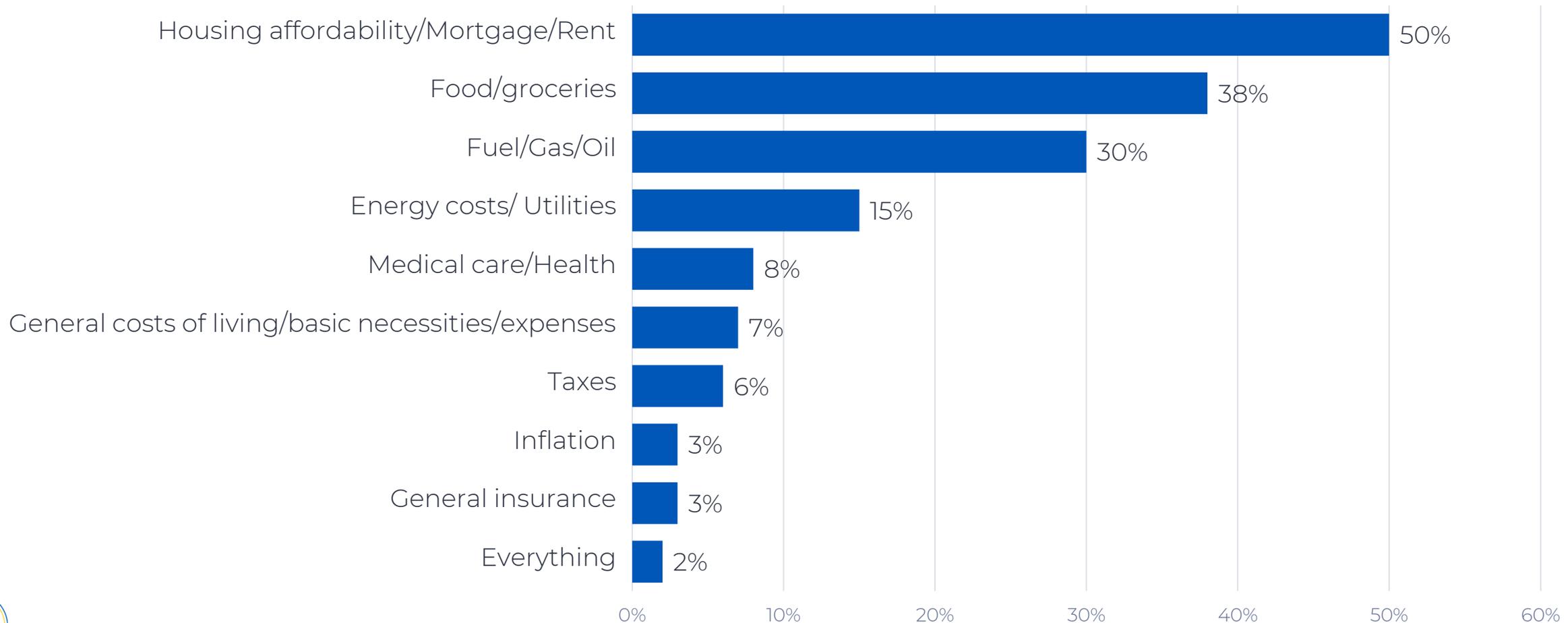
A group of people are seated around a table in a meeting. In the foreground, a person's hands are visible, holding a pen and writing in a notebook. The background shows other participants, some looking towards the camera and others looking away. The overall scene is dimly lit, with a blueish tint.

The Cost of Living

Coloradans point to housing affordability, food costs and gas prices as the most-concerning examples of cost-of-living increases.

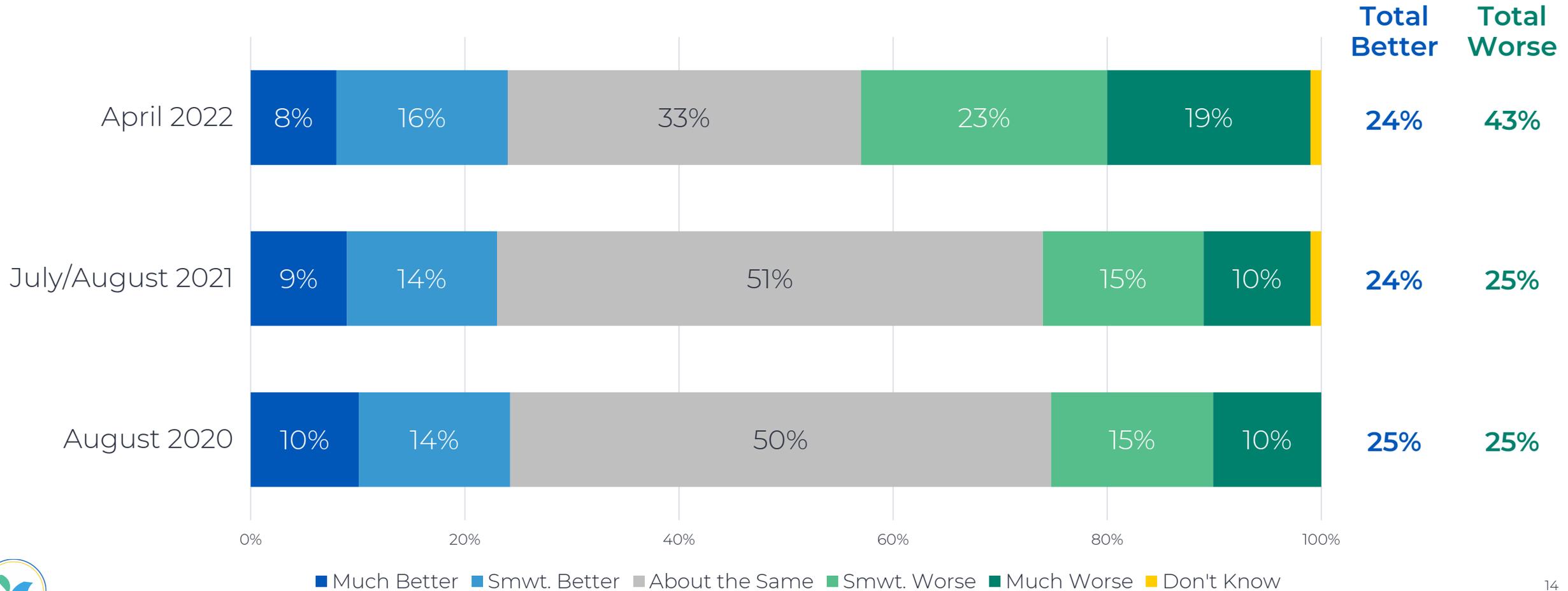
Q18. When you think about the cost of living in Colorado, which specific expenses are most concerning for you and other members of your household?

(Open-ended; Responses 2% and Above Shown)



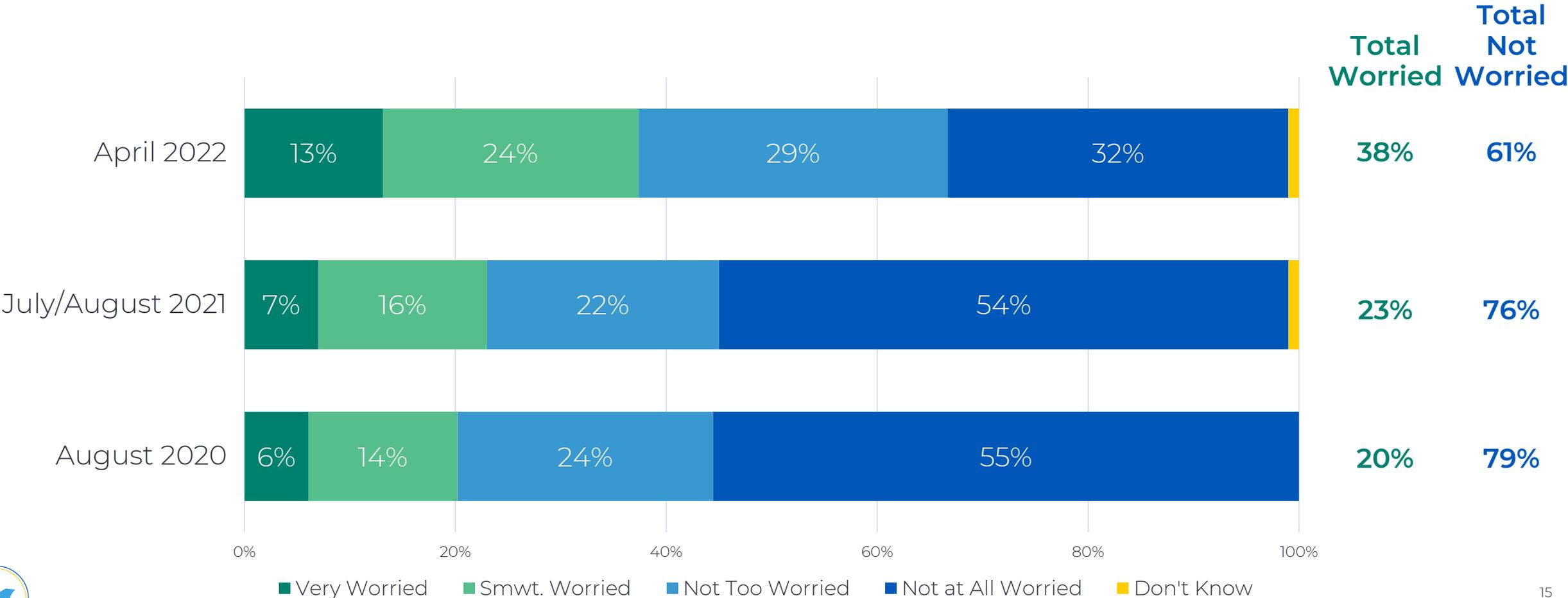
Unlike prior years, a clear plurality of Coloradans indicates that they are worse off financially than a year ago.

Q17. Would you say you are better off, or worse off financially than you were a year ago, or is your financial situation about the same?



Nearly two in five worry about affording food, a notable increase since 2021.

Q21. Thinking ahead over the next year, how worried are you that you might not always be able to afford enough food to feed yourself and your family:



Lower-income, Latino and Native American Coloradans are among those most likely to be worried about affording food.

Q21. Thinking ahead over the next year, how worried are you that you might not always be able to afford enough food to feed yourself and your family:

| Demographic Group | Total Worried | Total Not Worried | Don't Know |
|----------------------------|---------------|-------------------|------------|
| All | 38% | 61% | 1% |
| Household Income | | | |
| <\$30,000 | 69% | 31% | 0% |
| \$30,000-\$50,000 | 52% | 45% | 2% |
| \$50,000-\$75,000 | 53% | 47% | 1% |
| \$75,000-\$100,000 | 36% | 63% | 1% |
| \$100,000+ | 16% | 83% | 0% |
| Race/Ethnicity | | | |
| Asian/Pacific Islander | 26% | 74% | 1% |
| Black/African American | 34% | 56% | 9% |
| Hispanic/Latino | 55% | 44% | 1% |
| Native American/Indigenous | 62% | 36% | 1% |
| White | 33% | 67% | 1% |
| Multiracial | 41% | 57% | 2% |
| All People of Color | 47% | 51% | 2% |



Most Pueblo County residents are worried about affording food.

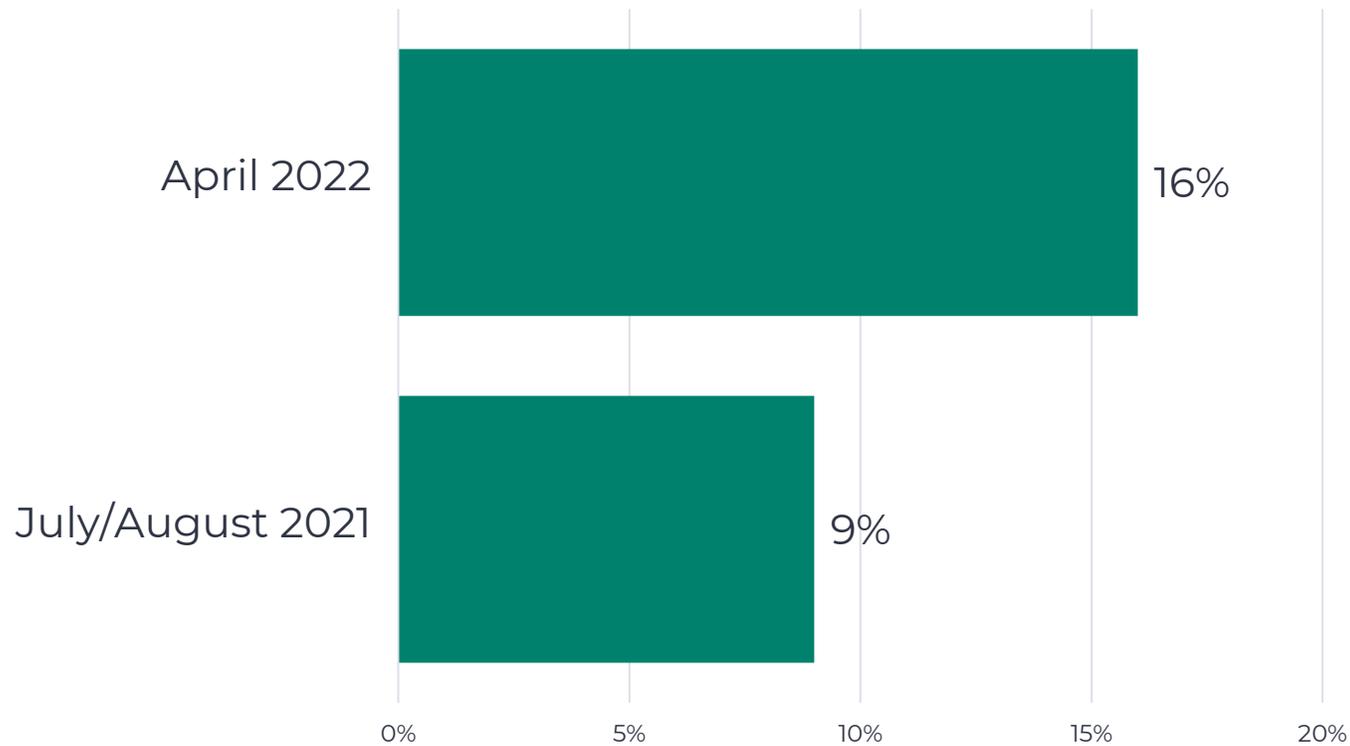
Q21. Thinking ahead over the next year, how worried are you that you might not always be able to afford enough food to feed yourself and your family:

| Demographic Group | Total Worried | Total Not Worried | Don't Know |
|-------------------|---------------|-------------------|------------|
| Region | | | |
| Eastern Plains | 35% | 65% | 0% |
| El Paso | 33% | 66% | 1% |
| Pueblo | 52% | 46% | 2% |
| Larimer Weld | 43% | 56% | 1% |
| Denver Metro | 38% | 61% | 1% |
| Western Slope | 35% | 64% | 1% |



Coloradans have increasingly skipped meals in the last 12 months.

Q23a. In the last 12 months, have you experienced any of the following: Skipped meals because you couldn't afford food
(% Yes)



| Demographic Group | % |
|----------------------------|------------|
| All | 16% |
| Household Income | |
| <\$30,000 | 38% |
| \$30,000-\$50,000 | 27% |
| \$50,000-\$75,000 | 24% |
| \$75,000-\$100,000 | 13% |
| \$100,000+ | 4% |
| Race/Ethnicity | |
| Asian/Pacific Islander | 19% |
| Black/African American | 16% |
| Hispanic/Latino | 22% |
| Native American/Indigenous | 39% |
| White | 13% |
| Multiracial | 21% |
| All People of Color | 22% |



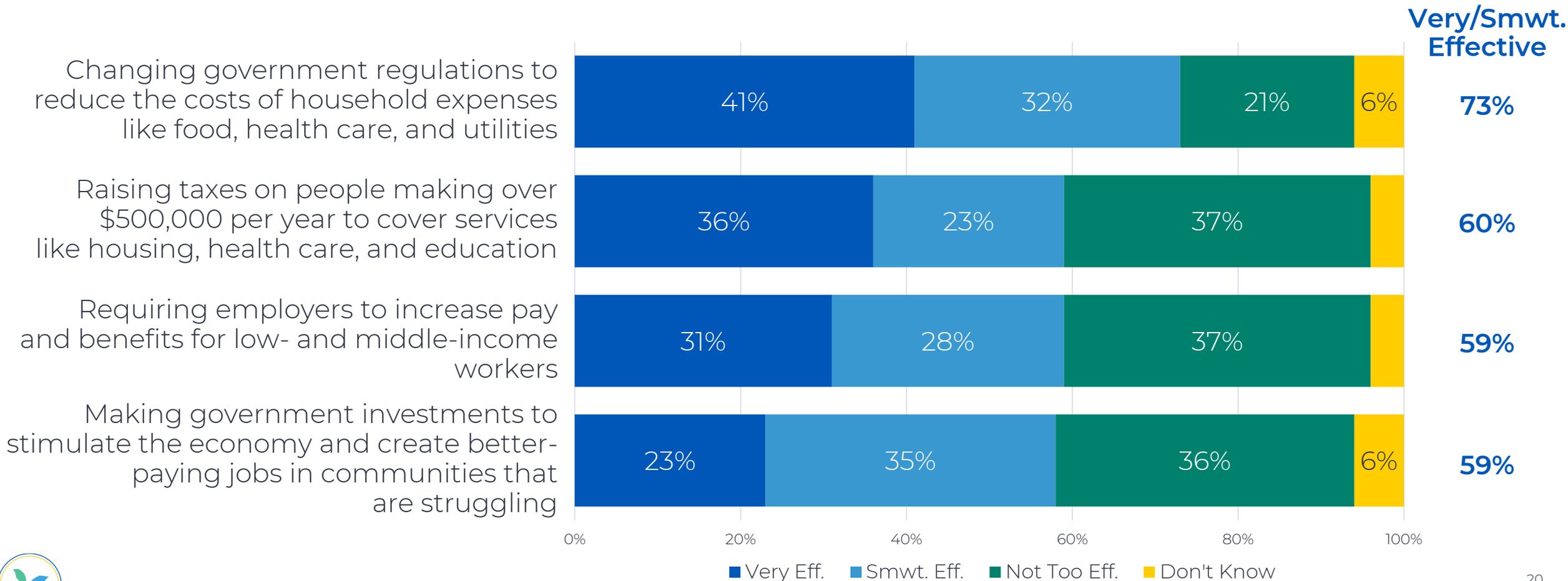
A group of people in a meeting, with one person writing in a notebook in the foreground. The image is dimly lit and has a blue tint. The text is overlaid on the left side of the image.

Policy Solutions

Cost of Living

Three-quarters say that changing regulations to reduce costs of household expenses would be effective.

Q25. Here are some actions that some people say will address the rising cost of living in Colorado. Please tell me how effective you think it will be in helping Coloradans make ends meet: very effective, somewhat effective, or not too effective.



Voters across the partisan spectrum view changing regulations to reduce costs on essentials as effective.

Q25. Here are some actions that some people say will address the rising cost of living in Colorado. Please tell me how effective you think it will be in helping Coloradans make ends meet: very effective, somewhat effective, or not too effective.

(% Very/Somewhat Effective)

| Proposal | All | Party | | | Dem-Rep. Diff. |
|-------------------------------------------------------------------------------------------------------------------------|------------|-----------|--------------|-------------|----------------|
| | | Democrats | Independents | Republicans | |
| Changing government regulations to reduce the costs of household expenses like food, health care, and utilities | 73% | 79% | 72% | 69% | +10% |
| Raising taxes on people making over \$500,000 per year to cover services like housing, health care, and education | 60% | 86% | 59% | 33% | +53% |
| Requiring employers to increase pay and benefits for low- and middle-income workers | 59% | 82% | 57% | 38% | +44% |
| Making government investments to stimulate the economy and create better-paying jobs in communities that are struggling | 59% | 76% | 58% | 42% | +34% |



Coloradans of all racial and ethnic groups view the proposals to address the cost of living as effective.

Q25. Here are some actions that some people say will address the rising cost of living in Colorado. Please tell me how effective you think it will be in helping Coloradans make ends meet: very effective, somewhat effective, or not too effective.

(% Very/Somewhat Effective)

| Proposal | All | Race/Ethnicity | | | | | | |
|-------------------------------------------------------------------------------------------------------------------------|------------|-------------------------------|-------------------------------|---------------------|-----------------------------------|-------|------------------|------------------------|
| | | Asian/ Pacific Islander | Black/ African American | Hispanic/ Latino | Native American/ Indigenous | White | Multi- racial | All People of Color |
| Changing government regulations to reduce the costs of household expenses like food, health care, and utilities | 73% | 84% | 69% | 81% | 74% | 72% | 73% | 77% |
| Raising taxes on people making over \$500,000 per year to cover services like housing, health care, and education | 60% | 70% | 61% | 62% | 70% | 61% | 70% | 63% |
| Requiring employers to increase pay and benefits for low- and middle-income workers | 59% | 62% | 66% | 68% | 70% | 57% | 71% | 68% |
| Making government investments to stimulate the economy and create better-paying jobs in communities that are struggling | 59% | 69% | 70% | 68% | 51% | 57% | 68% | 66% |



The perceived effectiveness of raising taxes on high-earners is greatest in Denver Metro and weakest in the Eastern Plains.

Q25. Here are some actions that some people say will address the rising cost of living in Colorado. Please tell me how effective you think it will be in helping Coloradans make ends meet: very effective, somewhat effective, or not too effective.

(% Very/Somewhat Effective)

| Proposal | All | Region | | | | | |
|-------------------------------------------------------------------------------------------------------------------------|------------|----------------|---------|--------|--------------|--------------|---------------|
| | | Eastern Plains | El Paso | Pueblo | Larimer Weld | Denver Metro | Western Slope |
| Changing government regulations to reduce the costs of household expenses like food, health care, and utilities | 73% | 66% | 75% | 71% | 74% | 75% | 68% |
| Raising taxes on people making over \$500,000 per year to cover services like housing, health care, and education | 60% | 44% | 53% | 51% | 56% | 64% | 55% |
| Requiring employers to increase pay and benefits for low- and middle-income workers | 59% | 52% | 54% | 53% | 54% | 64% | 49% |
| Making government investments to stimulate the economy and create better-paying jobs in communities that are struggling | 59% | 54% | 50% | 54% | 59% | 62% | 55% |



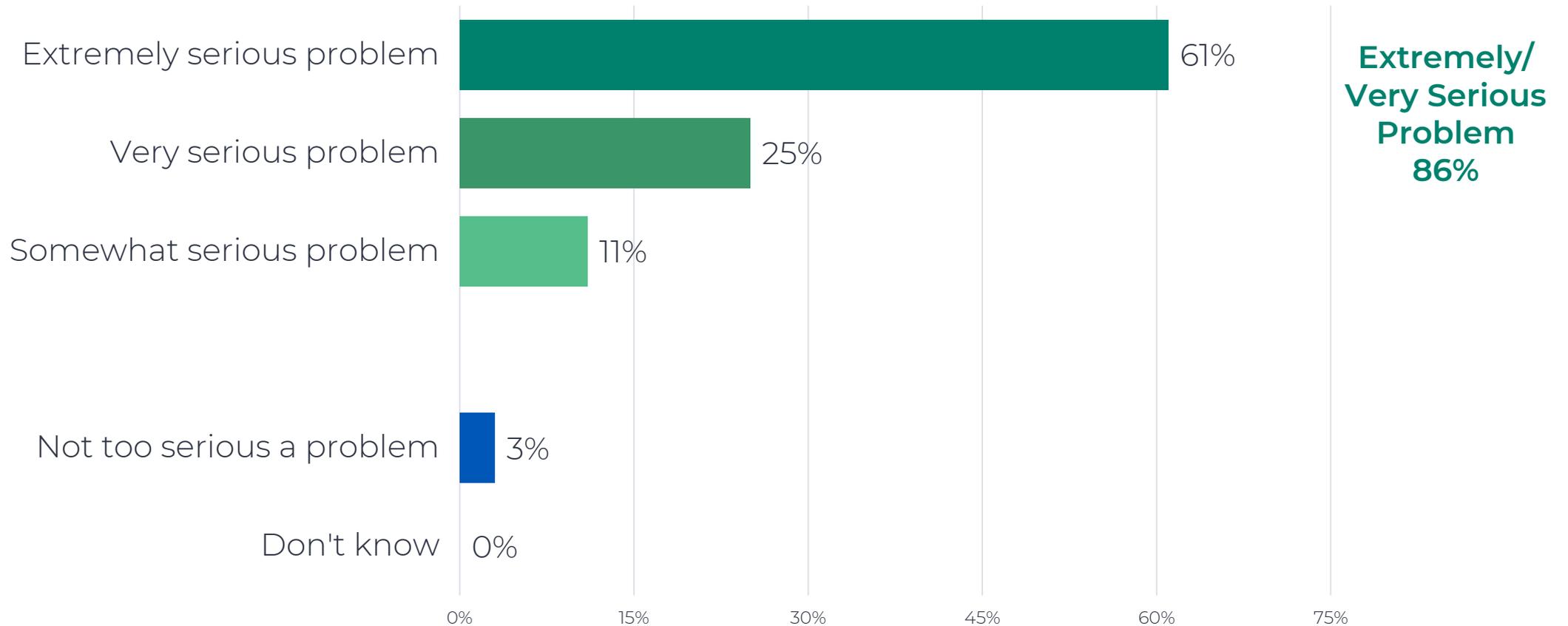
A photograph of a group of people sitting around a table in a meeting. The image is dimly lit and has a blue tint. In the foreground, a person's hands are visible, holding a pen and writing in a notebook. Other people are visible in the background, some looking towards the camera and others looking away. The overall atmosphere is professional and collaborative.

Housing

More than three in five see housing costs as an “extremely serious” concern.

Q14i. I'd like to read you some problems facing Colorado that people have mentioned. Please tell me whether you think it is an extremely serious problem, a very serious problem, somewhat serious problem, or not too serious a problem in Colorado.

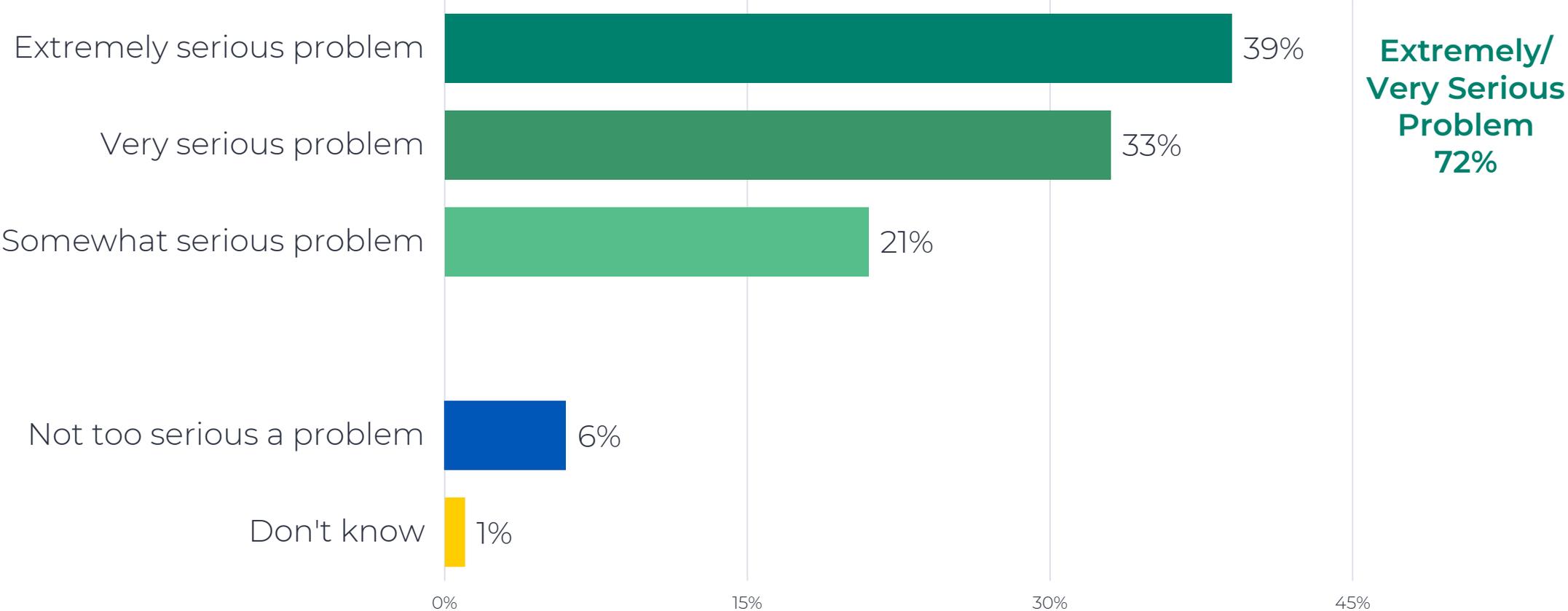
(The cost of housing)



Nearly three quarters of Coloradans view homelessness as a “very serious” problem.

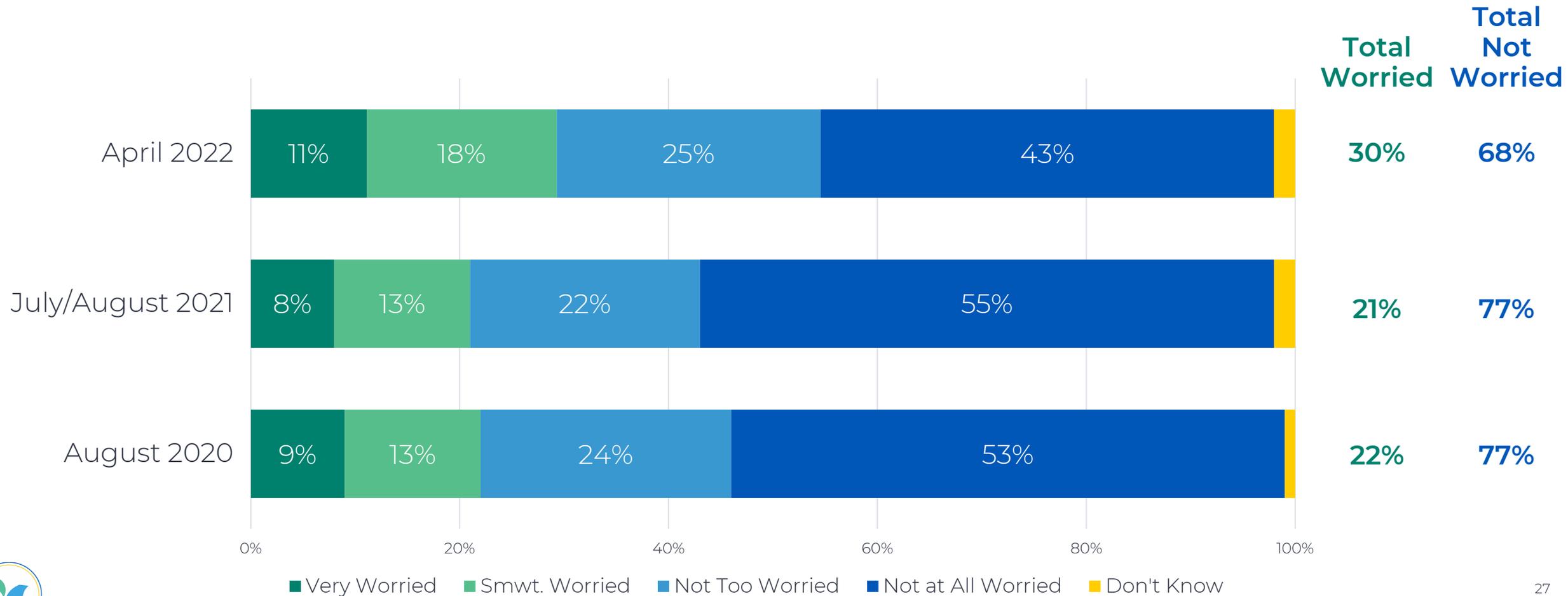
Q14c. I'd like to read you some problems facing Colorado that people have mentioned. Please tell me whether you think it is an extremely serious problem, a very serious problem, somewhat serious problem, or not too serious a problem in Colorado.

(Homelessness)



Nearly one-third are worried about losing their home because they can't afford the rent or mortgage.

Q19. Thinking ahead over the next year, how worried are you that you might lose your home because you can't afford the monthly rent or mortgage:



Currently unemployed Coloradans express the greatest degree of concern about losing their homes.

Q19. Thinking ahead over the next year, how worried are you that you might lose your home because you can't afford the monthly rent or mortgage:

| Demographic Group` | Total Worried | Total Not Worried | Don't Know |
|----------------------------|---------------|-------------------|------------|
| All | 30% | 68% | 2% |
| Employment | | | |
| Full-time | 30% | 68% | 2% |
| Part-time | 31% | 67% | 2% |
| Unemployed | 58% | 37% | 4% |
| Race/Ethnicity | | | |
| Asian/Pacific Islander | 35% | 62% | 2% |
| Black/African American | 31% | 60% | 9% |
| Hispanic/Latino | 42% | 55% | 2% |
| Native American/Indigenous | 58% | 39% | 3% |
| White | 26% | 73% | 1% |
| All Multiracial | 37% | 60% | 2% |
| All People of Color | 40% | 57% | 4% |



Concern about housing affordability is highly correlated with income.

Q19. Thinking ahead over the next year, how worried are you that you might lose your home because you can't afford the monthly rent or mortgage:

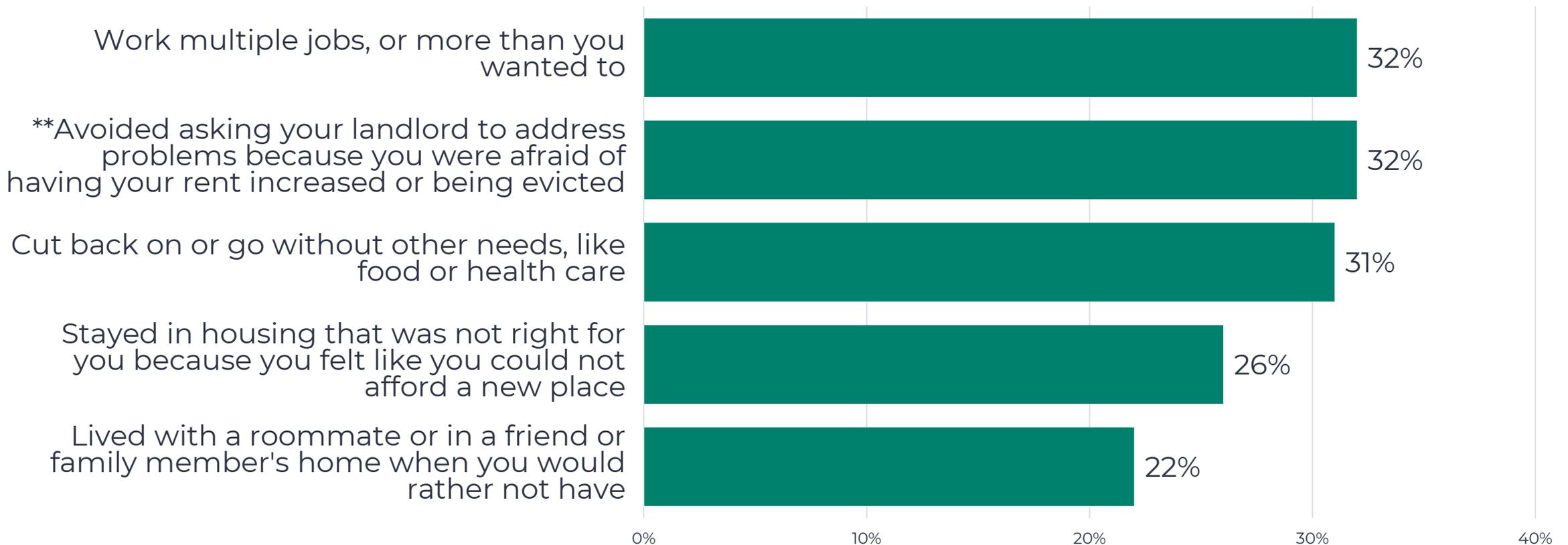
| Demographic Group | Total Worried | Total Not Worried | Don't Know |
|-------------------------|---------------|-------------------|------------|
| Region | | | |
| Eastern Plains | 18% | 82% | 0% |
| El Paso | 31% | 68% | 1% |
| Pueblo | 30% | 68% | 2% |
| Larimer Weld | 33% | 65% | 2% |
| Denver Metro | 31% | 67% | 2% |
| Western Slope | 25% | 73% | 2% |
| Household Income | | | |
| <\$30,000 | 57% | 41% | 3% |
| \$30,000-\$50,000 | 48% | 50% | 2% |
| \$50,000-\$75,000 | 41% | 57% | 2% |
| \$75,000-\$100,000 | 27% | 71% | 2% |
| \$100,000+ | 15% | 85% | 1% |



One-third have worked more than they wanted, avoided asking their landlord to address problems and cut back on basic needs in order to afford housing.

Q27. In order to pay your rent or your mortgage in the last year, have you had to do any of the following:

(% Yes)



**Asked of Renters Only, n=793

Renters are more likely to have had to make difficult choices to afford their housing than homeowners.

Q27. In order to pay your rent or your mortgage in the last year, have you had to do any of the following:

(% Yes)

| Experience | All | Residence | |
|---------------------------------------------------------------------------------------------------------------------------|------------|------------|---------|
| | | Homeowners | Renters |
| Work multiple jobs, or more than you wanted to | 32% | 24% | 48% |
| **Avoided asking your landlord to address problems because you were afraid of having your rent increased or being evicted | 32% | -- | 32% |
| Cut back on or go without other needs, like food or health care | 31% | 22% | 49% |
| Stayed in housing that was not right for you because you felt like you could not afford a new place | 26% | 13% | 52% |
| Lived with a roommate or in a friend or family member's home when you would rather not have | 22% | 10% | 44% |

**Asked of Renters Only, n=793



These experiences are more frequent among low-income Coloradans.

Q27. In order to pay your rent or your mortgage in the last year, have you had to do any of the following:

(% Yes)

| Experience | All | Household Income | | | | |
|---------------------------------------------------------------------------------------------------------------------------|------------|------------------|-------------------|-------------------|--------------------|------------|
| | | <\$30,000 | \$30,000-\$50,000 | \$50,000-\$75,000 | \$75,000-\$100,000 | \$100,000+ |
| Work multiple jobs, or more than you wanted to | 32% | 40% | 45% | 46% | 34% | 23% |
| **Avoided asking your landlord to address problems because you were afraid of having your rent increased or being evicted | 32% | 49% | 29% | 35% | 23% | 21% |
| Cut back on or go without other needs, like food or health care | 31% | 55% | 45% | 42% | 32% | 16% |
| Stayed in housing that was not right for you because you felt like you could not afford a new place | 26% | 47% | 36% | 39% | 19% | 15% |
| Lived with a roommate or in a friend or family member's home when you would rather not have | 22% | 40% | 35% | 29% | 22% | 12% |

**Asked of Renters Only, n=793



Coloradans of color are more likely to report having worked multiple jobs in order to afford housing than are white Coloradans.

Q27. In order to pay your rent or your mortgage in the last year, have you had to do any of the following:

(% Yes)

| Experience | All | Race/Ethnicity | | | | | | |
|---------------------------------------------------------------------------------------------------------------------------|------------|-------------------------------|-------------------------------|---------------------|-----------------------------------|-------|------------------|---------------------------|
| | | Asian/ Pacific Islander | Black/ African American | Hispanic/ Latino | Native American/ Indigenous | White | Multi- racial | All People of Color |
| Work multiple jobs, or more than you wanted to | 32% | 45% | 41% | 34% | 51% | 29% | 40% | 37% |
| **Avoided asking your landlord to address problems because you were afraid of having your rent increased or being evicted | 32% | 15% | 34% | 38% | 52% | 33% | 36% | 32% |
| Cut back on or go without other needs, like food or health care | 31% | 36% | 28% | 41% | 60% | 27% | 41% | 39% |
| Stayed in housing that was not right for you because you felt like you could not afford a new place | 26% | 32% | 23% | 34% | 50% | 24% | 38% | 31% |
| Lived with a roommate or in a friend or family member's home when you would rather not have | 22% | 36% | 24% | 34% | 38% | 20% | 36% | 29% |

**Asked of Renters Only, n=793



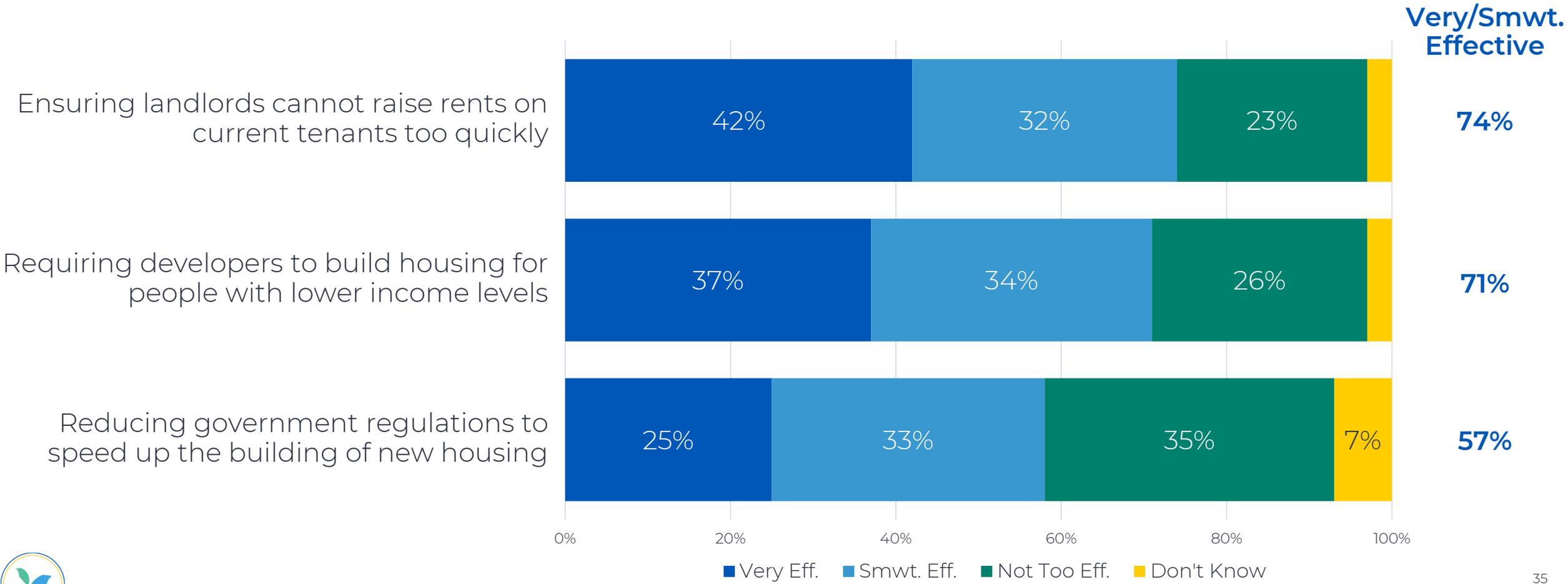
A group of people are seated around a table in a meeting. In the foreground, a person's hands are visible, holding a pen and writing in a notebook. The background shows other participants, some looking towards the camera and others looking away. The overall atmosphere is professional and collaborative.

Policy Solutions

Housing

Coloradans view ensuring landlords can't raise rents too quickly and requiring developers to build housing for people with lower incomes as effective solutions.

Q28. Here are some actions that some people say will make housing more affordable for people who live in Colorado. Please tell me how effective you think it will be in making housing more affordable: very effective, somewhat effective, or not too effective.



There is less partisan division around reducing regulation to speed up housing development.

Q28. Here are some actions that some people say will make housing more affordable for people who live in Colorado. Please tell me how effective you think it will be in making housing more affordable: very effective, somewhat effective, or not too effective.

(% Very/Somewhat Effective)

| Proposal | All | Party | | | Dem-Rep. Diff. |
|---------------------------------------------------------------------------|------------|-----------|--------------|-------------|----------------|
| | | Democrats | Independents | Republicans | |
| Ensuring landlords cannot raise rents on current tenants too quickly | 74% | 87% | 74% | 64% | +23% |
| Requiring developers to build housing for people with lower income levels | 71% | 89% | 71% | 55% | +34% |
| Reducing government regulations to speed up the building of new housing | 57% | 58% | 56% | 62% | -4% |



Asian American and Pacific Islander Coloradans are especially likely to view these approaches to housing affordability as effective.

Q28. Here are some actions that some people say will make housing more affordable for people who live in Colorado. Please tell me how effective you think it will be in making housing more affordable: very effective, somewhat effective, or not too effective.

(% Very/Somewhat Effective)

| Proposal | All | Race/Ethnicity | | | | | | |
|---------------------------------------------------------------------------|------------|-------------------------------|-------------------------------|---------------------|-----------------------------------|-------|------------------|---------------------------|
| | | Asian/ Pacific Islander | Black/ African American | Hispanic/ Latino | Native American/ Indigenous | White | Multi- racial | All People of Color |
| Ensuring landlords cannot raise rents on current tenants too quickly | 74% | 86% | 68% | 78% | 66% | 75% | 83% | 78% |
| Requiring developers to build housing for people with lower income levels | 71% | 80% | 75% | 76% | 62% | 71% | 76% | 74% |
| Reducing government regulations to speed up the building of new housing | 57% | 70% | 61% | 56% | 50% | 57% | 55% | 57% |



Most homeowners and renters say these strategies would be effective, although renters are more likely to hold this view.

Q28. Here are some actions that some people say will make housing more affordable for people who live in Colorado. Please tell me how effective you think it will be in making housing more affordable: very effective, somewhat effective, or not too effective.

(% Very/Somewhat Effective)

| Proposal | All | Residence | |
|---------------------------------------------------------------------------|------------|------------|---------|
| | | Homeowners | Renters |
| Ensuring landlords cannot raise rents on current tenants too quickly | 74% | 69% | 85% |
| Requiring developers to build housing for people with lower income levels | 71% | 68% | 78% |
| Reducing government regulations to speed up the building of new housing | 57% | 56% | 61% |



Majorities across the state say these proposals would be effective in making housing more affordable.

Q28. Here are some actions that some people say will make housing more affordable for people who live in Colorado. Please tell me how effective you think it will be in making housing more affordable: very effective, somewhat effective, or not too effective.

(% Very/Somewhat Effective)

| Proposals | All | Region | | | | | |
|---------------------------------------------------------------------------|------------|----------------|---------|--------|--------------|--------------|---------------|
| | | Eastern Plains | El Paso | Pueblo | Larimer Weld | Denver Metro | Western Slope |
| Ensuring landlords cannot raise rents on current tenants too quickly | 74% | 61% | 76% | 71% | 76% | 75% | 71% |
| Requiring developers to build housing for people with lower income levels | 71% | 54% | 69% | 60% | 74% | 74% | 65% |
| Reducing government regulations to speed up the building of new housing | 57% | 60% | 49% | 62% | 57% | 57% | 66% |



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**THANK
YOU**

